

Retail Pricing Summary

								CURRENT 4 WEEKS				Change vs. Prior Week
Net changes	2/15/93	3/15	5/10	5/17	5/21	5/2	11/9	11/15	11/22	11/29	12/6	
Premium (\$/M)		\$1.00			MLP Peak Week	PRP Base Week	Base Week	\$2.00				
Ctn/Pk		\$0.20/2¢						\$0.40/4¢				
Branded Discount (\$/M)		\$1.00						\$2.00				
Ctn/Pk		\$0.20/2¢						\$0.40/4¢				
Deep Disc (\$/M)	\$4.00	\$2.50	PM, B&W \$2.00	RJR \$2.00				\$2.00				
Ctn/Pk	\$0.80/8¢	\$0.50/5¢	\$0.40/4¢	\$0.40/4¢				\$0.40/4¢				
Supers Cartons												
Premium												
Marlboro (net)	\$18.97	\$19.02	\$19.25	\$19.15	\$16.00	\$16.29	\$15.83	\$15.87	\$16.05	\$16.18	\$16.18	0.00
Lowest Deep Disc (net)	10.74	11.01	11.34	11.31	11.59	11.77	11.77	11.73	11.86	12.02	12.04	0.02
\$ Gap	8.23	8.01	7.91	7.84	4.41	4.52	4.06	4.14	4.19	4.16	4.14	(0.02)
% Gap	76.6%	72.8%	69.8%	69.3%	38.1%	38.4%	34.5%	35.3%	35.3%	34.6%	34.4%	-0.2%
Branded Discount												
Cambridge (net)	\$13.13	\$12.96	\$12.95	\$13.03	\$12.86	\$13.27	\$12.70	\$12.75	\$12.99	\$13.11	\$13.23	0.12
Lowest Deep Disc (net)	10.74	11.01	11.34	11.31	11.59	11.77	11.77	11.73	11.86	12.02	12.04	0.02
\$ Gap	2.39	1.95	1.61	1.72	1.27	1.50	0.93	1.02	1.13	1.09	1.19	0.10
% Gap	22.3%	17.7%	14.2%	15.2%	11.0%	12.7%	7.9%	8.7%	9.5%	9.1%	9.9%	0.8%
Deep Discount												
Basic	\$10.49	\$10.64	\$11.32	\$11.31	\$11.61	\$11.88	\$12.59	\$12.60	\$12.88	\$13.00	\$12.97	(0.03)
SAME STORE GAPS *												
Basic - Monarch	0.15	0.19	-0.04	-0.05	-0.04	-0.05	0.05	0.18	0.13	0.24	0.14	(0.10)
Basic - GPC	0.04	-0.15	-0.03	0.11	0.27	0.18	0.72	0.82	0.85	0.78	0.85	0.07
Basic - Lowest DD	n/a	n/a	0.32	0.35	0.50	0.47	1.03	1.18	1.28	1.27	1.22	(0.05)
C-stores Packs												
Premium												
Marlboro (net)	\$2.22	\$2.23	\$2.26	\$2.25	\$1.88	\$1.90	\$1.86	\$1.87	\$1.88	1875 1375 \$1.89	\$1.89	0.00
Lowest Deep Disc (net)	1.15	1.18	1.21	1.21	1.22	1.25	1.31	1.32	1.32	1.32	1.33	0.01
\$ Gap	1.07	1.05	1.05	1.04	0.66	0.65	0.55	0.55	0.56	0.57	0.56	(0.01)
% Gap	93.0%	89.0%	86.8%	86.0%	54.1%	52.0%	42.0%	41.7%	42.4%	43.2%	42.1%	-1.1%
Branded Discount												
Cambridge (net)	\$1.62	\$1.61	\$1.65	\$1.64	\$1.64	\$1.65	\$1.48	\$1.48	\$1.50	\$1.50	\$1.52	0.02
Lowest Deep Disc (net)	1.15	1.18	1.21	1.21	1.22	1.25	1.31	1.32	1.32	1.32	1.33	0.01
\$ Gap	0.47	0.43	0.44	0.43	0.42	0.40	0.17	0.16	0.18	0.18	0.19	0.01
% Gap	40.9%	36.4%	36.4%	35.5%	34.4%	32.0%	13.0%	12.1%	13.6%	13.6%	14.3%	0.6%
Deep Discount												
Basic	\$1.17	\$1.18	\$1.26	\$1.26	\$1.28	\$1.31	\$1.45	\$1.45	\$1.45	\$1.47	\$1.47	0.00
SAME STORE GAPS *												
Basic - Monarch	0.02	0.02	0.01	0.01	0.01	0.04	0.06	0.05	0.08	0.06	0.05	(0.01)
Basic - GPC	0.01	-0.03	0.01	0.01	0.03	0.00	0.08	0.07	0.08	0.09	0.08	(0.01)
Basic - Lowest DD	n/a	n/a	0.08	0.08	0.08	0.08	0.14	0.14	0.16	0.16	0.15	(0.01)
≤99¢ Incidence:												
	24%	19%	14%	13%	13%	12%	11%	11%	10%	9%	7%	-2%

* Same store gaps are price gaps in only those stores where both brands are in distribution.

Source: Retail Pricing Sweeps, 1,000 Store Panel

RETAIL SUMMARY D-1

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